

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Cancelled)

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Cancelled)

12. (Cancelled)

13. (Cancelled)

14. (Cancelled)

15. (Cancelled)

16. (Cancelled)

17. (Cancelled)

18. (Cancelled)

19. (Cancelled)

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Cancelled)

26. (Cancelled)

27. (Original) A device for providing a salesperson with notification of consumer interactions with an employer of the salesperson, the device comprising:

a system settings module, the system settings module permitting the salesperson to set up at least one target and to associate with at least one customer;

a channel monitor, the channel monitor enabling an on-line communication channel between the salesperson and the at least one customer, the channel monitor analyzing the content of communications on the on-line communication channel for ones of the communications that

are with the at lest one customer associated with the salesperson and that include content matching the at least one target set up by the salesperson; the channel monitor generating notifications to the salesperson for the ones of the communications;

a report generator, the report generator receiving a query from the salesperson and reporting ones of the communications matching of parameters of the query.

28. (Currently Amended) The device of Claim 27 further comprising:

a[n] first authorization unit, the authorization unit requesting salesperson information prior to permitting access to the system settings module or the report generator

29. (Currently Amended) The device of Claim 27 further comprising:

a[n] first authorization unit, the authorization unit requesting customer information prior to permitting access to the on-line communication channel.

30. (Original) The device of Claim 27 wherein the on-line communication channel is e-mail, an asynchronous on-line discussion group, a synchronous on-line discussion group or instant messaging.

31. (Original) The device of Claim 27 wherein the on-line communication channel is a public on-line communication channel or a restricted on-line communication channel.

32. (Original) The device of Claim 27 wherein the communication is between the customer and a representative of the employer or the customer and a customer peer.

33. (Original) The device of Claim 27 wherein the salesperson is an electronic agent.

34. (Original) The device of Claim 27 wherein target items comprise alphanumeric characters, alphanumeric strings, emoticons, names of product offerings or codes.